

From: Susan Mazurski March 2, 2009 12:54:34 PM
Subject: Clean Energy Task Force Minutes 02/18/2009 APPROVED
To: SimsburyCT_EnergyMin
Cc:

CLEAN ENERGY TASK FORCE MINUTES
FEBRUARY 18, 2009
REGULAR MEETING

The meeting was called to order at 6:35 p.m. in the Main Meeting Room of Simsbury Town Hall. The following members were present: Lori Fernand, Patrick Boeshans, Susan Van Kleeef and Jim Ray.

1. APPROVE THE REGULAR MEETING MINUTES OF FEBRUARY 2, 2009

Chairman Boeshans requested a motion to approve the regular meeting minutes of February 2, 2009. Commissioner Ray made the motion to approve the minutes as written. Commissioner Van Kleeef seconded the motion.

2. PUBLIC AUDIENCE

Chairman Boeshans opened up the floor for public audience. No comments were entered into the record and the public audience was closed.

3. REVIEW OF ACTIONABLE ITEMS AND IDENTIFICATION OF NEW ITEMS

Commissioner Ray updated the task force on the updated actionable items spreadsheet, which he compiled from previous meeting minutes.

Commissioner Van Kleeef provided a new update on several ongoing items including the Clean Energy Fund tracking system for new sign-ups and frequency of updates to the community web site. Additionally, Van Kleeef shared her discussions with CCEF regarding the process for establishing partners and partner links. Van Kleeef also updated the group on the task force web page within the town's existing website. Rick Bazzano provided additional options for further customizing the CETF page. Links can be reordered based upon importance. A detailed paragraph and specific photo can be added. The task force also received information from Van Kleeef regarding the Library display project. A discussion ensued regarding the design and plans were agreed upon to view the site on the following Saturday; and create the display prior to the March 2, 2009 meeting. Commissioner Fernand will make contact again with the Environmental Club and Mr. Avery at Simsbury High School to request assistance in designing and decorating this space. The task force also discussed sources for procuring a clean energy promotional banner for use at events. The

discussion included creation of a sponsorship or partnership program which might include in-kind donations from local companies or vendors interested in promoting clean energy in Simsbury.

Commissioner Fernand updated the task force on her discussion with Claudia Szerakowski regarding the SHS environmental clubs continued interest in assisting the task force. She provided an additional update on her ongoing communications with Congressman Chris Murphy's office on behalf of the task force.

Commissioner Ray provided and discussed his second draft of the Power Point presentation, which he created for task force members to utilize when presenting to local clubs and organizations. Chairman Boeshans agreed to provide some additional graphics and slide template support. A discussion was held regarding reviewing the FAQ's from the talking points marketing piece and the Powerpoint presentation to further truncate the list for web page inclusion. Commissioner Ray will be presenting the clean energy message to the Rotary Club this year.

Chairman Boeshans provided an update on the two SCTV tapings that were concluded in February. The clean energy message was shared during the March episodes of "State of the Town, with First Selectman Mary Glassman" and "Policy and People, with Representative Linda Schofield." The task force discussed the distilled message of how Simsbury residents can choose clean energy versus the current selection of power sources that are generating electricity for the New England electrical grid pool. It was concluded that this simple version of the message is what the task force should be promoting within the community.

Additionally Chairman Boeshans discussed the Board of Selectmen's recent resolution committing the town to the EPA Community Challenge. It was noted by Commissioner Ray that this leaves only the town's pending renewable energy purchases as the final prerequisite for the microgrant qualification. Chairman Boeshans also updated the task force on various task force procedural points that were clarified during his meeting with the Simsbury Town Clerk, Carolyn Keily.

4. NEXT MEETING/FUTURE MEETINGS CALENDER

The following future meeting dates were confirmed: March 16, 2009, March 30, 2009, April 13, 2009, May 13, 2009, May 27, 2009, and June 10, 2009.

5. ADJOURNMENT

Commissioner Fernand motioned to adjourn the meeting at approximately 8:40 p.m. The motion was seconded by Commissioner Ray and unanimously approved.

